



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Riley
Kansas**

BRIEFING OUTLINE

Fort Riley

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Riley

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Riley

▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,676 surveys were distributed at Fort Riley



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Riley

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Riley:					
Active Duty	11,616	1,240	79	6.37%	±10.99%
Spouses of Active Duty	4,943	1,462	232	15.87%	±6.28%
Civilian Employees	4,813	916	190	20.74%	±6.97%
Retirees	2,216	1,058	290	27.41%	±5.37%
Total	23,588	4,676	791	16.92%	±3.43%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

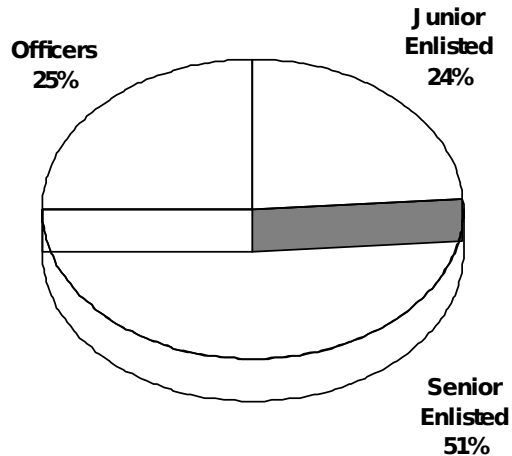
PATRON SAMPLE*

Fort Riley

RESPONDENT POPULATION SEGMENTS

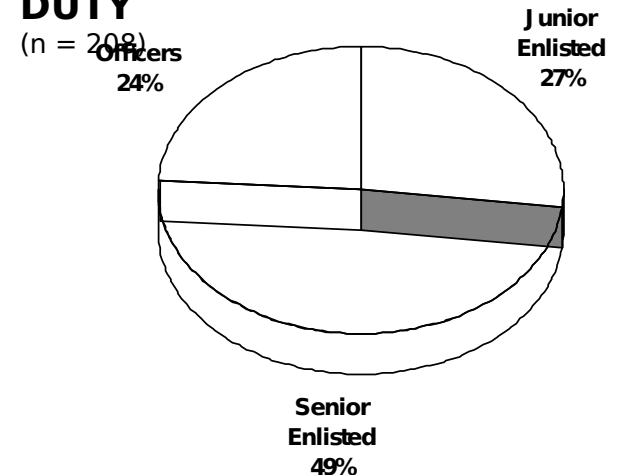
ACTIVE DUTY

(n = 76)



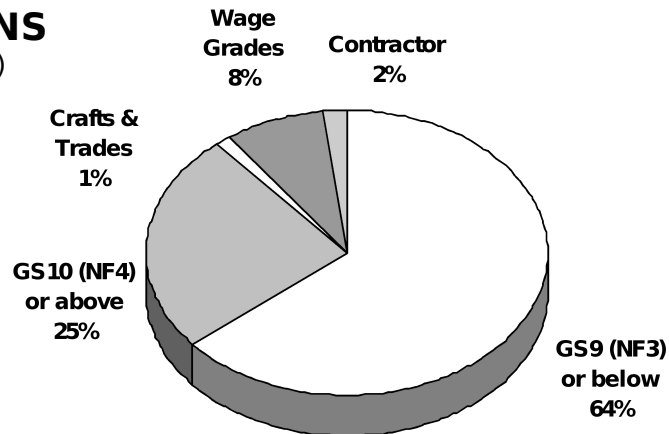
SPOUSES OF ACTIVE DUTY

(n = 208)



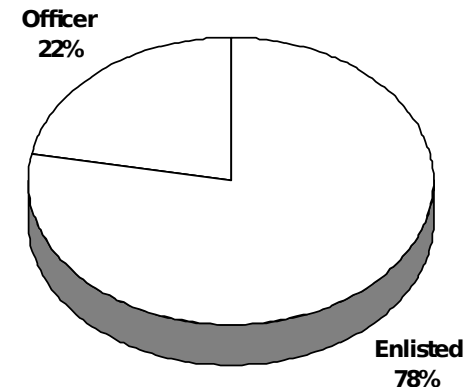
CIVILIANS

(n = 181)



RETIREES

(n = 215)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Riley

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT RILEY

Fort Riley

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	60%
Bowling Center	41%
Bowling Food & Beverage	38%
Post Picnic Area	33%
ITR - Commercial Travel Agency	30%

LEAST FREQUENTLY USED FACILITIES

BOSS	5%
Bowling Pro Shop	7%
School Age Services	8%
Youth Center	10%
Golf Course Pro Shop	10%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT RILEY*

Fort Riley

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Arts & Crafts Center	4.52
Youth Center	4.47
ITR - Commercial Travel Agency	4.40
Bowling Pro Shop	4.39
Fitness Center/Gymnasium	4.38

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash	3.96
Golf Course	4.01
Golf Course Food & Beverage	4.01
Multipurpose Sports/Tennis Courts	4.05
Library	4.07

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT RILEY*

Fort Riley

FACILITIES WITH HIGHEST QUALITY RATINGS*

Arts & Crafts Center	4.44
ITR - Commercial Travel Agency	4.39
Youth Center	4.38
Child Development Center	4.33
BOSS	4.21

FACILITIES WITH LOWEST QUALITY RATINGS*

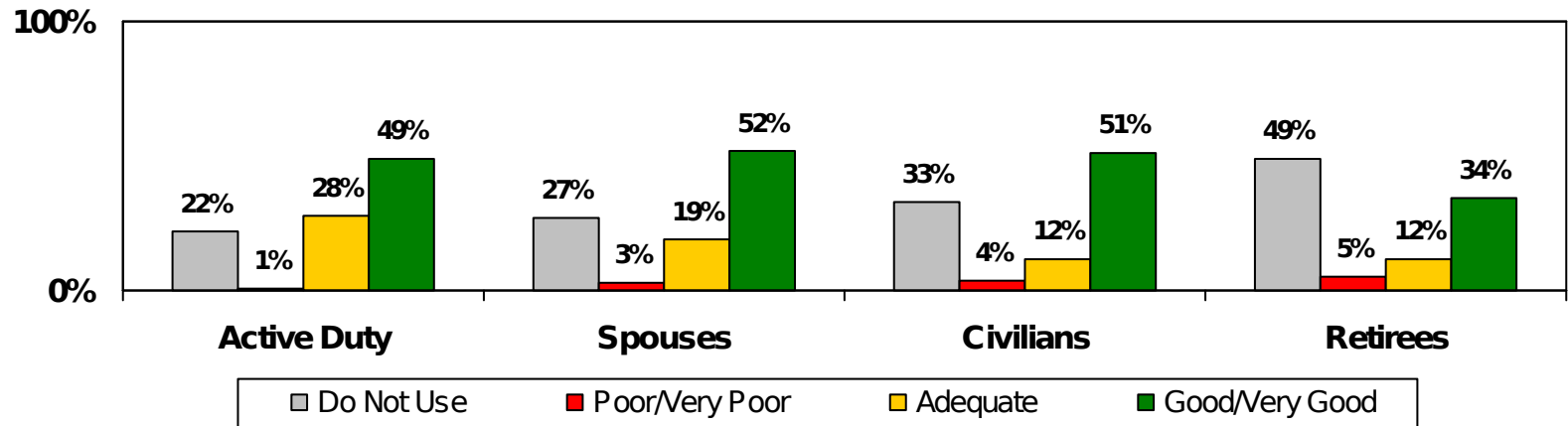
Car Wash	3.75
Multipurpose Sports/Tennis Courts	3.83
Athletic Fields	3.85
Bowling Pro Shop	3.90
Army Lodging	3.92

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

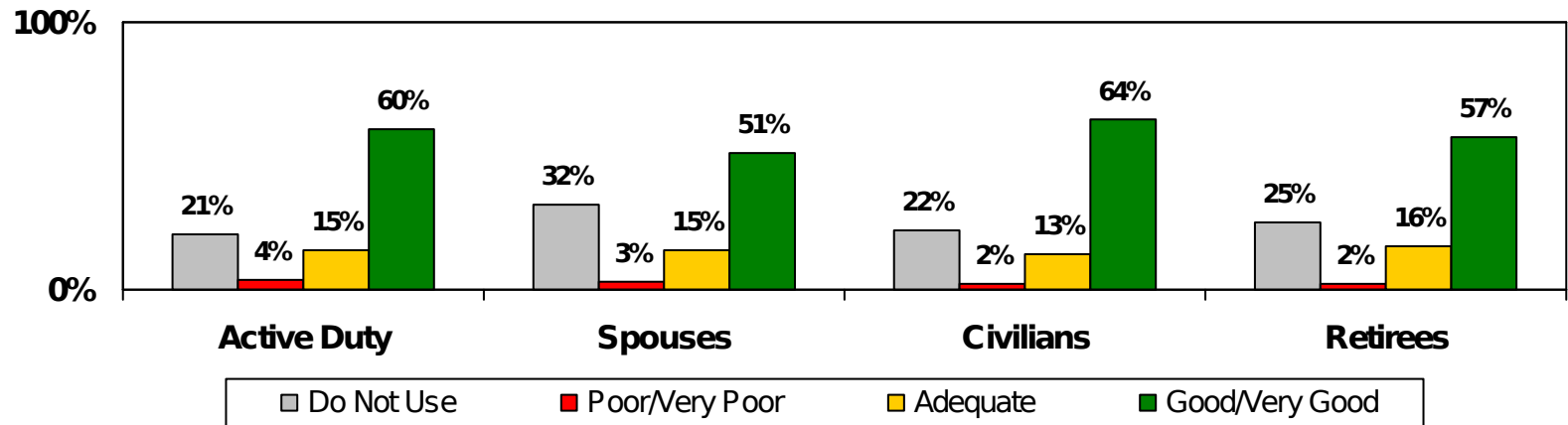
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Riley

Quality of On-Post Services



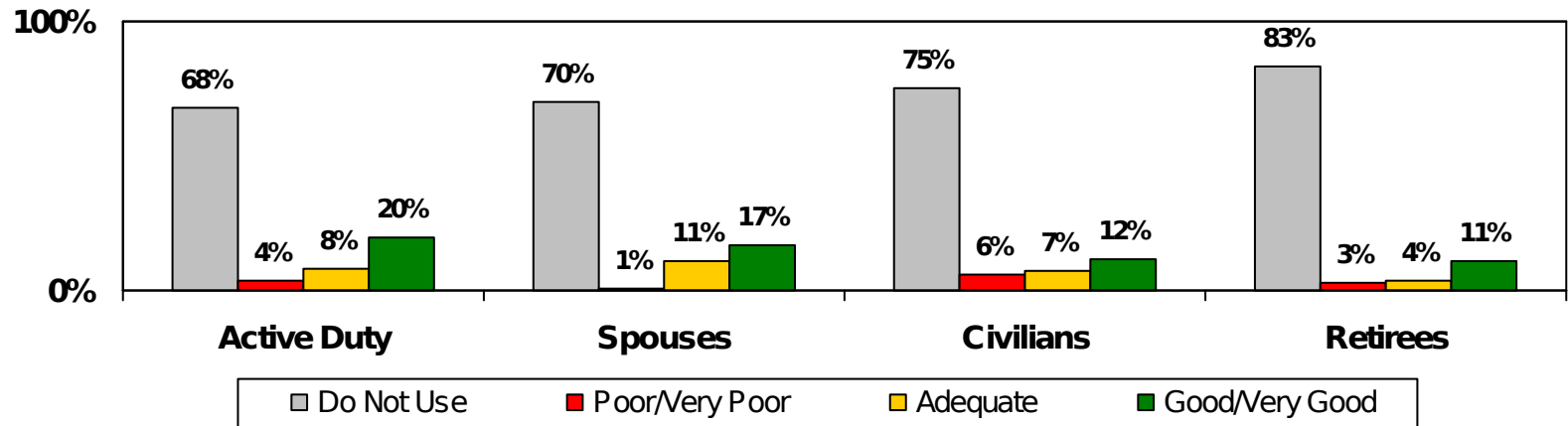
Quality of Off-Post Services



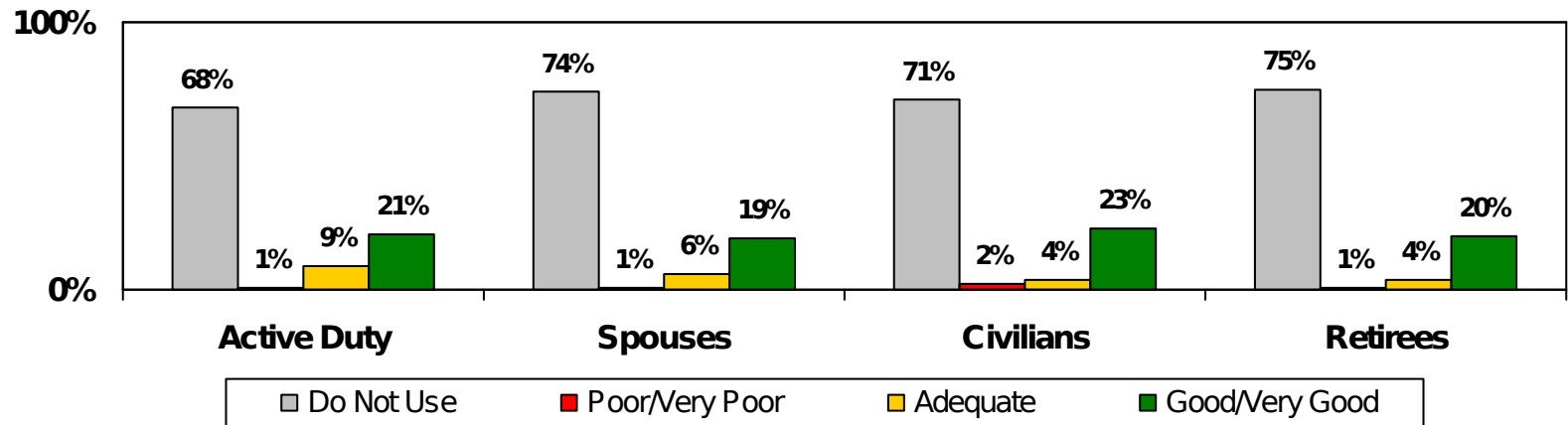
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



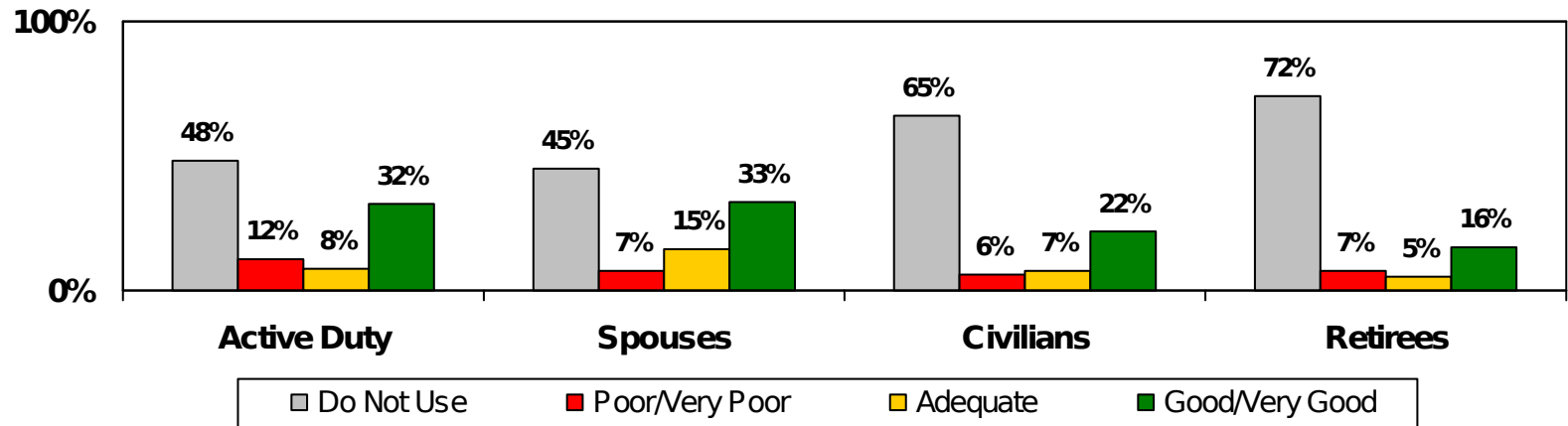
Quality of Off-Post Services



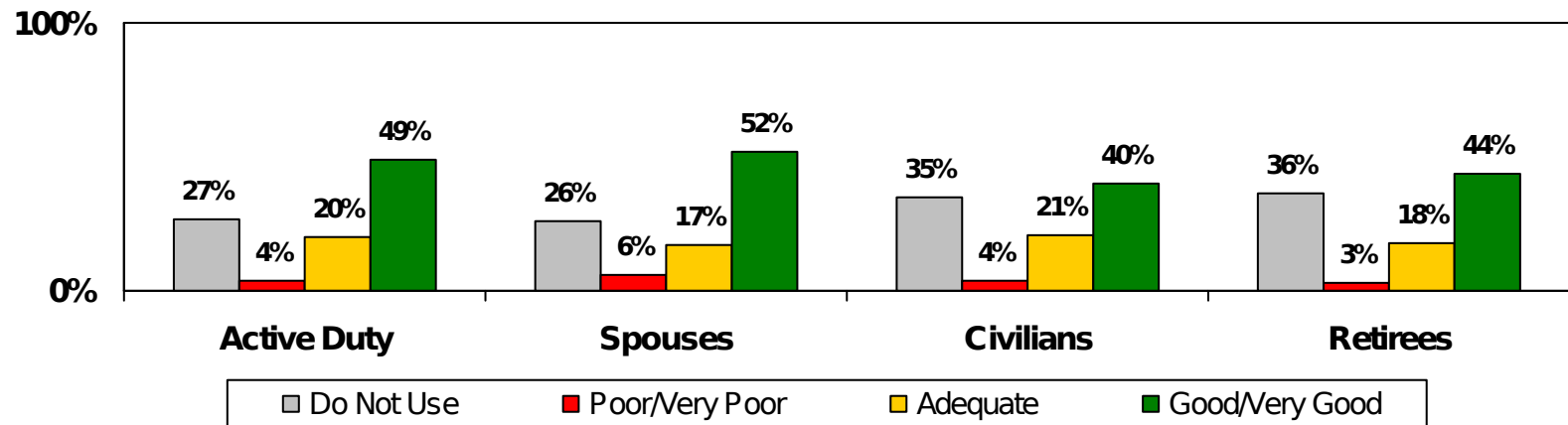
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Riley

Quality of On-Post Services

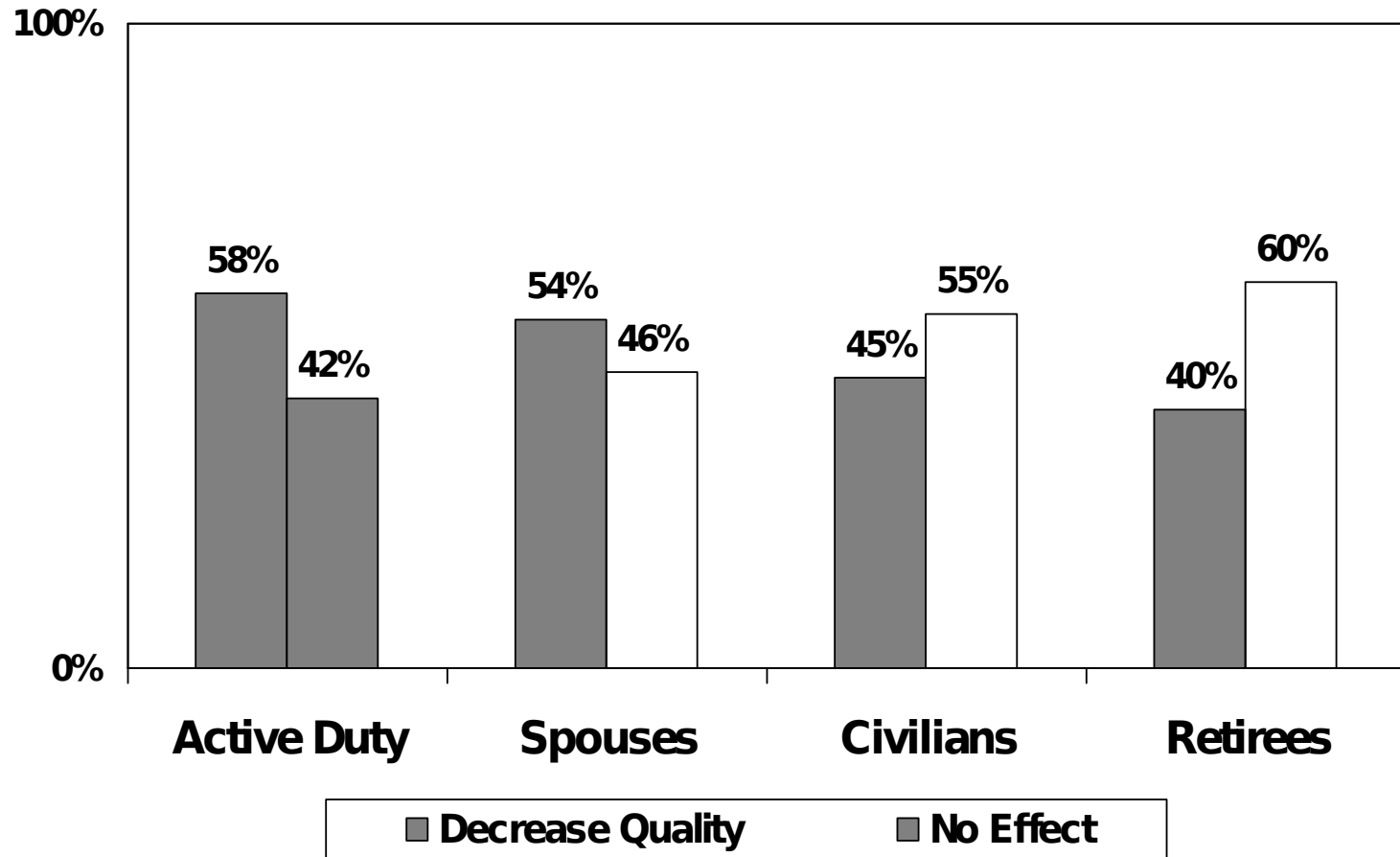


Quality of Off-Post Services



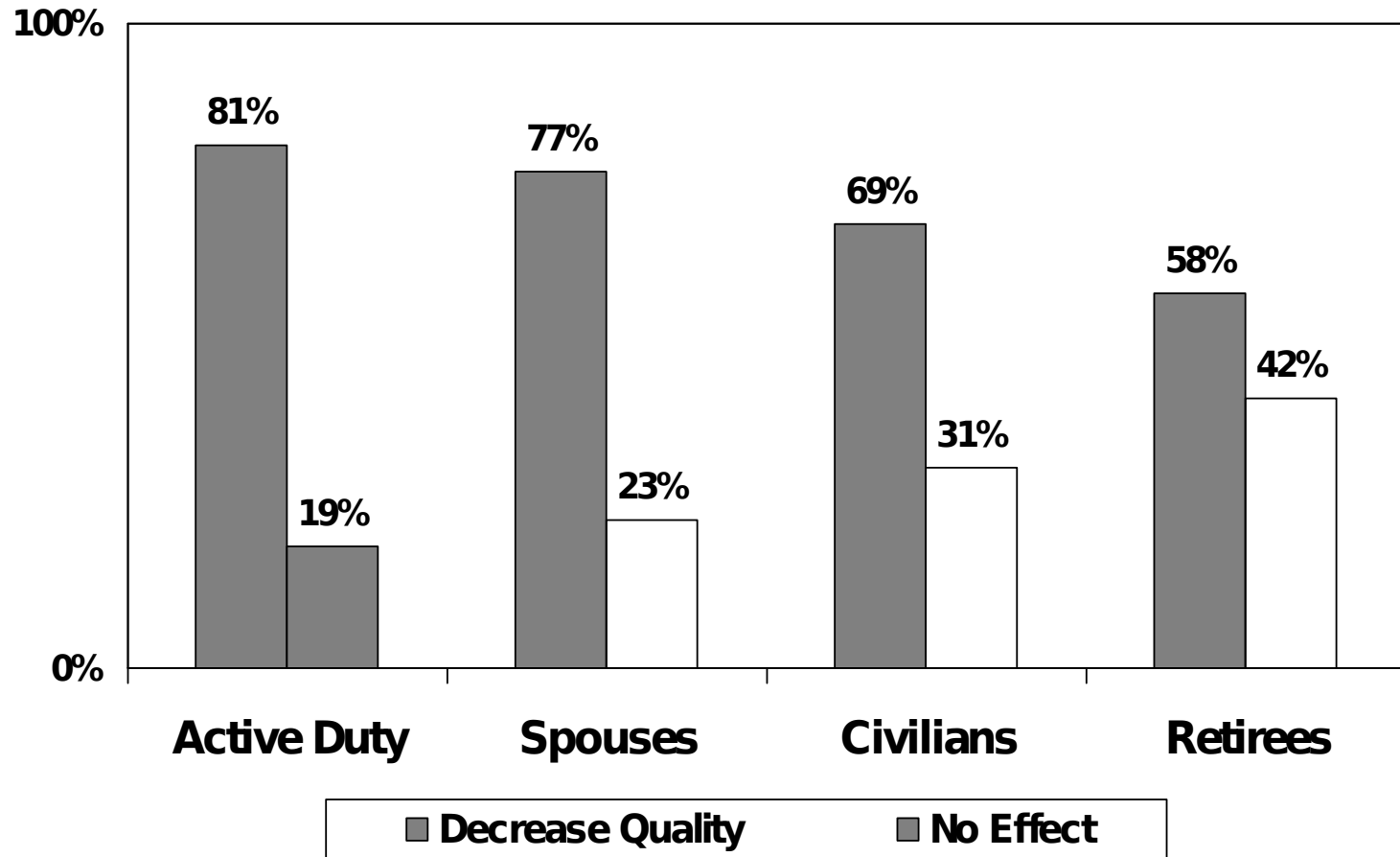
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Riley



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Riley



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Riley

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	75%
Fitness Center/Gymnasium	71%
Child Development Center	64%
Youth Center	50%
School Age Services	47%
Swimming Pool	45%
Library	42%

RV Park	73%
Golf Course Pro Shop	62%
Bowling Pro Shop	53%
Clubs	52%
Golf Course Food & Beverage	51%
Car Wash	48%
Cabins & Campgrounds	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Riley

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	18%	37%	39%	17%	26%
E-mail	32%	43%	41%	16%	35%
Friends and neighbors	30%	48%	22%	32%	32%
Family Readiness Groups (FRGs)	12%	43%	6%	2%	16%
Bulletin boards on post	40%	24%	24%	16%	32%
Post newspaper	51%	60%	57%	53%	54%
MWR publications	26%	32%	41%	15%	29%
Radio	9%	5%	19%	19%	11%
Television	6%	8%	9%	8%	8%
My child(ren) let(s) me know	3%	7%	1%	1%	3%
Other unit members or co-workers	31%	15%	27%	10%	25%
Unit or post commander or supervisor	17%	4%	9%	2%	11%
Marquees/billboards	17%	13%	19%	13%	16%
Flyers	29%	21%	42%	21%	29%
Other	9%	9%	9%	14%	10%
I never hear anything	4%	4%	4%	17%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Riley

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	89%	85%
Better Opportunities for Single Soldiers	63%	N/A
Army Community Service	55%	50%
MWR Programs and Services	71%	84%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Riley

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	49%	56%	44%
Outreach programs	49%	50%	50%
Family Readiness Groups	81%	48%	52%
Relocation Readiness Program	65%	57%	43%
Family Advocacy Program	72%	50%	50%
Crisis intervention	61%	56%	44%
Money management classes, budgeting assistance	67%	67%	33%
Financial counseling, including tax assistance	72%	71%	29%
Consumer information	34%	55%	45%
Employment Readiness Program	51%	56%	44%
Foster child care	25%	50%	50%
Exceptional Family Member Program	71%	63%	37%
Army Family Team Building	56%	53%	47%
Army Family Action Plan	41%	38%	62%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Riley

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	53%	94%	6%
Outreach programs	50%	84%	16%
Family Readiness Groups	90%	89%	11%
Relocation Readiness Program	68%	92%	8%
Family Advocacy Program	72%	85%	15%
Crisis intervention	57%	78%	22%
Money management classes, budgeting assistance	63%	82%	18%
Financial counseling, including tax assistance	73%	88%	12%
Consumer information	28%	85%	15%
Employment Readiness Program	52%	80%	20%
Foster child care	17%	67%	33%
Exceptional Family Member Program	65%	87%	13%
Army Family Team Building	57%	78%	22%
Army Family Action Plan	37%	75%	25%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Riley

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	59%	42%
Personal job performance/readiness	57%	44%
Unit cohesion and teamwork	49%	51%
Unit readiness	62%	60%
Relationship with my spouse	42%	45%
Relationship with my children	46%	47%
My family's adjustment to Army life	50%	58%
Family preparedness for deployments	58%	67%
Ability to manage my finances	42%	40%
Feeling that I am part of the military community	45%	50%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Riley

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%	82%
Helps minimize lost duty/work time due to lack of child care/youth services	100%	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	73%	52%
Allows me to work outside my home	91%	80%
Allows me to work at home	60%	60%
Offers me an employment opportunity within the CYS program	60%	53%
Allows me/my spouse to better concentrate on my/our job(s)	73%	64%
Provides positive growth and development opportunities for my children	83%	82%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Riley

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	53%
Personal job performance/readiness	60%
Unit cohesion and teamwork	47%
Unit readiness	38%
Ability to manage my finances	64%
Feeling that I am part of the military community	50%
Relationship with my children (single parents)	64%
My family's adjustment to Army life (single parents)	50%
Family preparedness for deployments (single parents)	56%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Riley

Top 10 Leisure Activities for All Respondents

Entertaining guests at home	58%
Watching TV, videotapes, and DVDs	54%
Internet access/applications (home)	50%
Going to movie theaters	46%
Walking	36%
Special family events	35%
Going to beaches/lakes	33%
Gardening	32%
Cardiovascular equipment	31%
Dancing	29%

Top 5 for Spouses of Active Duty

Entertaining guests at home	72%
Internet access/applications (home)	66%
Going to movie theaters	54%
Special family events	54%
Watching TV, videotapes, and DVDs	52%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	69%
Going to movie theaters	53%
Entertaining guests at home	52%
Walking	49%
Internet access/applications (home)	47%

Top 5 for Active Duty

Entertaining guests at home	55%
Watching TV, videotapes, and DVDs	48%
Internet access/applications (home)	45%
Going to movie theaters	41%
Night clubs/lounges	36%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	64%
Entertaining guests at home	50%
Walking	47%
Internet access/applications (home)	45%
Gardening	42%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Riley

Team Sports

Basketball	13%
Softball	12%
Touch/flag football	10%
Soccer	9%
Volleyball	6%

Outdoor Recreation

Going to beaches/lakes	33%
Fishing	28%
Picnicking	21%
Camping/hiking/backpacking	19%
Bicycle riding/mountain biking	16%

Social

Entertaining guests at home	58%
Special family events	35%
Dancing	29%
Night clubs/lounges	28%
Happy hour/social hour	21%

Sports and Fitness

Walking	36%
Cardiovascular equipment	31%
Weight/strength training	26%
Bowling	26%
Running/jogging	23%

Entertainment

Watching TV, videotape, and DVDs	54%
Going to movie theaters	46%
Attending sports events	24%
Festivals/events	23%
Plays/shows/concerts	18%

Special Interests

Internet access/applications (home)	50%
Gardening	32%
Automotive detailing/washing	29%
Automotive maintenance & repair	27%
Computer games	22%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

Fort Riley

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Entertaining guests at home	25%	32%	58%
Cardiovascular equipment	23%	8%	31%
Watching TV, videotapes, and DVDs	21%	33%	54%
Reading	21%	N/A	21%
Bowling	20%	5%	26%
Weight/strength training	20%	6%	26%
Walking	19%	17%	36%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

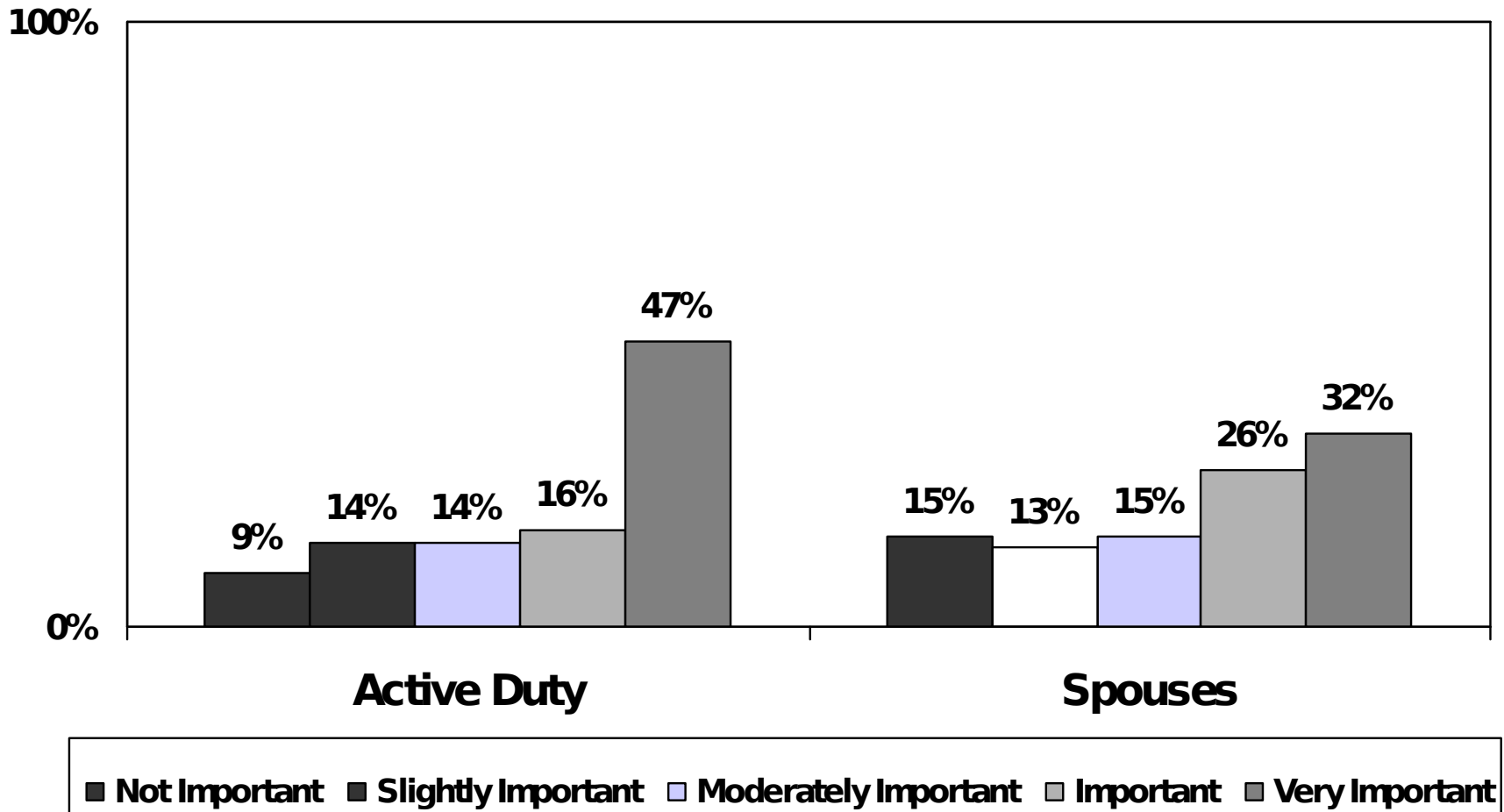
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	7%	2%	41%	50%
Gardening	3%	1%	29%	32%
Automotive detailing/washing	6%	9%	13%	29%
Automotive maintenance & repair	9%	7%	11%	27%
Computer games	3%	1%	18%	22%
Digital photography	4%	3%	15%	22%
Woodworking/industrial arts	5%	0%	6%	12%

*Top 7 special interest activity preferences ranked by overall participation.

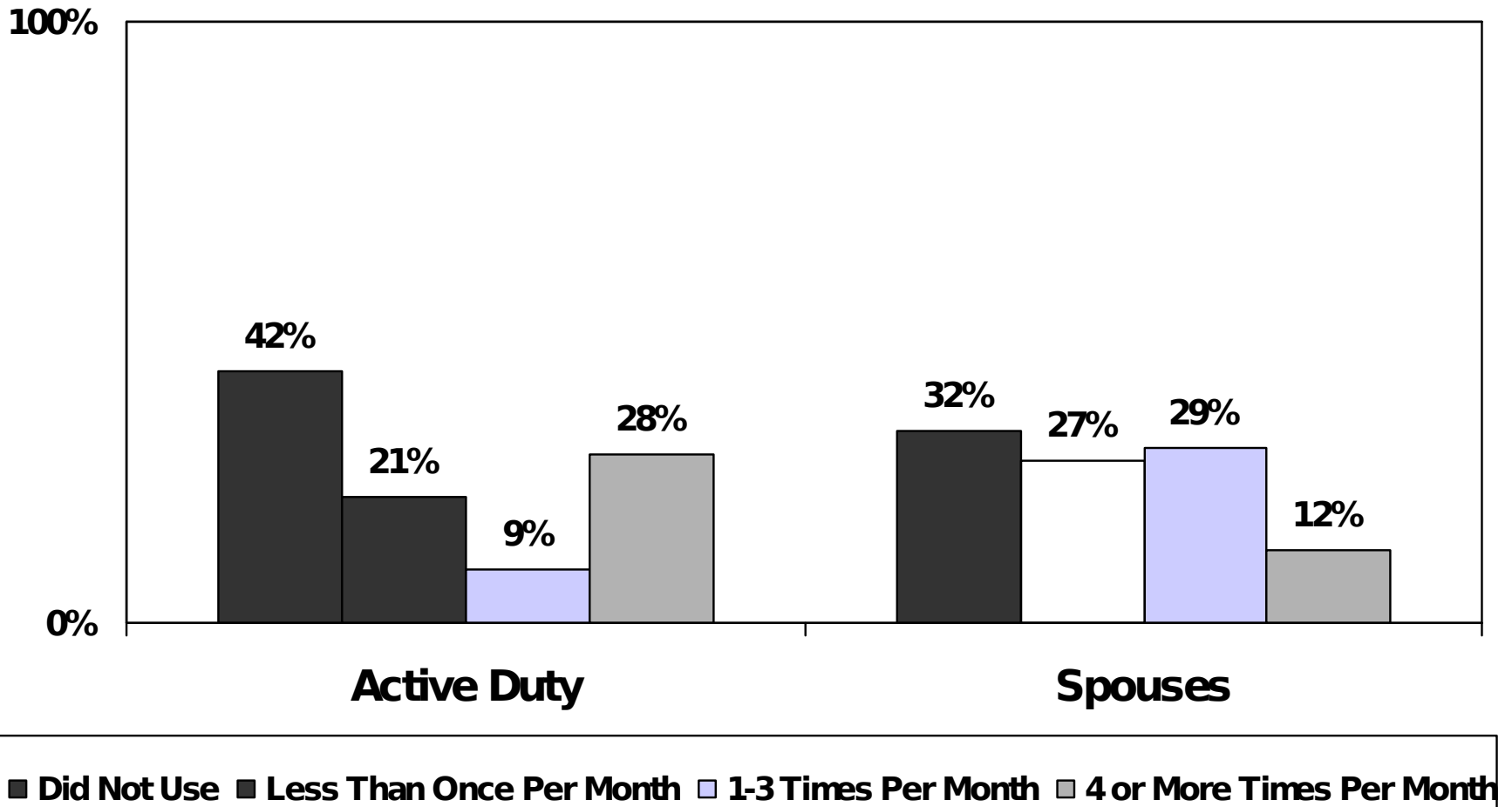
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Riley



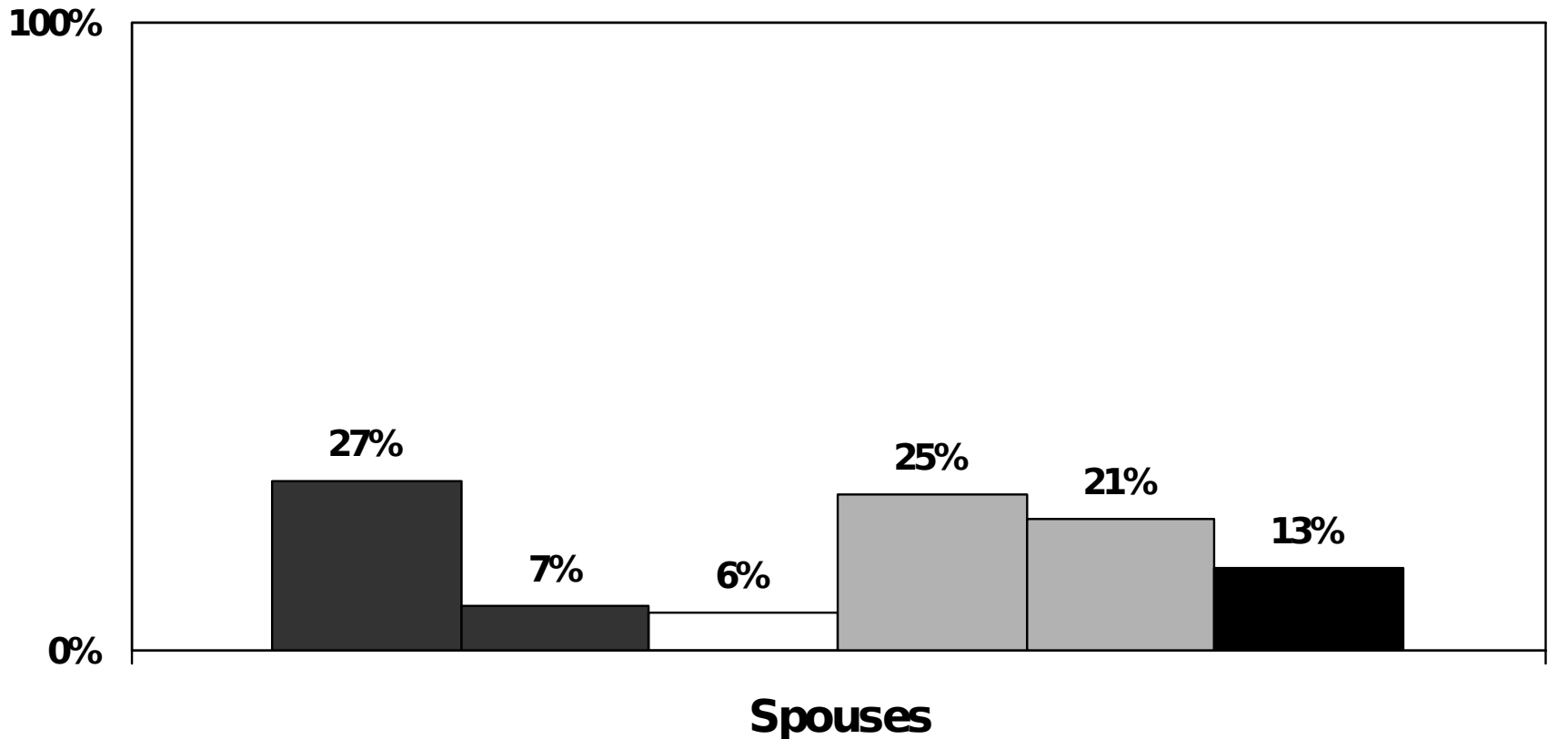
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Riley



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Riley



■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Riley

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	17%
Probably will not make military a career	7%
Undecided	15%
Probably will make military a career	21%
Definitely will make military a career	39%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	14%
Not Sure	22%
Yes	65%

NEXT STEPS

Fort Riley

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)